Rep Order# 6862326 **Ver#** 1 Status New Traffic Order# 6862326 EC'd Yes

**Printed:** 10/10/2012 10:02 AM Last Received: 10/10/2012 6:34 AM

**Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV Station

) .N.R.C.C. IE Advertiser ( NRCC IE 2012 **Product** 

Estimate# 3336

**Buyer** NMRPP MediaAssistant

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency & PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314 Agency C/P1/P2/E

Flight Dates 10/19/2012 - 10/25/2012

**Hiatus Weeks** 

155/426/3336

Salesperson Phone# Salesperson FAX#

Sales Office (

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 3

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 39,650

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	1 : 1.4	F	7A-9A	GD MRN AMR	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
Rating	2	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
Rating	3 : 1.7	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
Rating	4 : 1.2	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/21-10/21	1	1	1	\$450.00	
Rating	5 : 1.5	F	11A-12P	ACTN NEWS@11AM	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
Rating	6 : 1.6	F	4P-5P	JUDGE JUDY	:30	\$650.00	10/19-10/19	2	1	2	\$1,300.00	
Rating	7 : 1.9	F	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/19-10/19	2	1	2	\$1,800.00	
Rating		F	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	

Showing Buylines: All Lines

Station Advert Produc Estima	iser ct	TTNV-TV LAS VEGAS, NV ( ).N.R.C.C. IE NRCC IE 2012 3336			& PLAC ALEXA	EMENT, NDRIA, V	ΓΙΟΝΑL MEDIA RESEARCH PLANNNING ENT, 815 SLATER LANE RIA, VA 22314 155/426/3336		G Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY					
Buyer Phone# Fax#		NMRPP MediaAssistant			Flight Dat Hiatus We	es	10/19/2012 - 10/25/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT	Ln	Day	Time	Program			Len	Rate		Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	9 : 2.0	F	630P-7P	ACTION NWS@630			:30	\$1,100.00	10/19-10/19	1	1	1	\$1,100.00	
Rating	10 : 1.8	SU	6P-7P	ACTION NWS@6PM			:30	\$850.00	10/21-10/21	2	1	2	\$1,700.00	
Rating	11 : 2.8	F	11P-1135P	ACTION NWS@11P			:30	\$1,750.00	10/19-10/19	1	1	1	\$1,750.00	
Rating	12 : 1.4	M-TH	7A-9A	GD MRN AMR			:30	\$750.00	10/22-10/25	2	1	2	\$1,500.00	
Rating	13 : 1.5	M-TH	11A-12P	ACTN NEWS@11AM			:30	\$650.00	10/22-10/25	4	1	4	\$2,600.00	
Rating	14 : 1.6	M-TH	4P-5P	JUDGE JUDY			:30	\$650.00	10/22-10/25	8	1	8	\$5,200.00	
Rating	15 : 1.9	M-TH	5P-530P	ACTION NWS@5PM			:30	\$900.00	10/22-10/25	8	1	8	\$7,200.00	
Rating	16 : 1.8	M-TH	6P-630P	ACTION NWS@6PM			:30	\$1,000.00	10/22-10/25	4	1	4	\$4,000.00	
Rating	17 : 2.0	M-TH	630P-7P	ACTION NWS@630			:30	\$1,100.00	10/22-10/25	2	1	2	\$2,200.00	
Rating	18 : 2.8	M-TH	11P-1135P	ACTION NWS@11P			:30	\$1,750.00	10/22-10/25	3	1	3	\$5,250.00	

Rep Order# 6862326 Status New Ver# 1 EC'd Yes

Traffic Order# 6862326

10/10/2012 10:02 AM 10/10/2012 6:34 AM

Sales Office (

Salesperson (

**Last Received: Showing Buylines:** All Lines

**Printed:** 

Station KTNV-TV LAS VEGAS, NV

Advertiser ) .N.R.C.C. IE **Product** NRCC IE 2012

Estimate# 3336

**Buyer** NMRPP MediaAssistant

Phone# Fax#

Report Totals: 45 / \$39,650.00

---SALES MONTHLY TOTALS---

Oct 12: 45 / \$39,650.00 Sales Totals: 45 / \$39,650.00 Station Totals: 45 / \$39,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$208,684

KBLR 0 % KVCW 0 % KLAS 4% 0 % KVMY

KSNV 52% KVVU 25% KTNV 19% KTUD

0 %

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/3336

Flight Dates 10/19/2012 - 10/25/2012

**Hiatus Weeks** 

Salesperson Phone#

215-567-6005

) PHILADELPHIA

) ANJIE BRADY

3 of 3

Salesperson FAX# 215-567-5938